

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Michael A. Plotnick.**

Conf. No.: 5480 : Group Art Unit: 2621  
Appln. No.: 10/006,874 : Examiner: Huy T. Nguyen  
Filing Date: 14 NOVEMBER 2001 : Attorney Docket No.: T738-10  
Title: Alternative Advertising in Pre-recorded Media

**AMENDMENT**

This paper is being filed in response to the April 03, 2008, Office Action and is being filed timely.

Please amend the above-identified patent application, without prejudice, as follows: